

REMARKS

Applicants have received the examiner's action mailed February 28, 1997, and note with appreciation the allowance of claims 13-30, and the indication that claims 3-12 contain allowable subject matter. Reconsideration of the remaining claims is respectfully requested in view of the above amendments and the remarks below.

The examiner has rejected claims 1 and 2 under 35 USC § 102(e) as being anticipated by Judson, U.S. Patent No. 5,572,643.

The examiner states that "Judson discloses in claim 8 printing a coupon."

Judson teaches providing a graphic filler (a kind of video equivalent to telephone music on hold) to clients of an Internet server while the client is waiting for a web page to download. For the filler material, Judson suggests a number of alternatives, including, at col. 2, lines 42, "advertisements, notices, messages, fill-in forms, copyright information and the like". At col. 7, lines 28+, Judson mentions the possibility of accessing and printing "merchandise coupons and the like related to the web page being accessed". Finally, as pointed out by the examiner, claim 8 of Judson calls for "queuing the information ... to thereby print a coupon".

By contrast, applicant's method, as is now more clearly reflected in amended claim 1, displays a plurality of product

categories from a database to a consumer, prompts the consumer to select a plurality of the product categories and then allows the consumer to select a product or products within categories which contain products for printing out of a coupon. Judson does not teach or make obvious either of:

- 1) displaying, on said interactive electronic display, a display screen from said database, said display screen including a plurality of product categories, at least some of which include one or more consumer products fitting that category; or
- 2) prompting the selection by the consumer, via said interactive electronic display, of a plurality of the displayed categories and allowing the consumer to select one or more products within each selected category which includes consumer products for discount coupons or rebate offers for consumer products within the selected categories.

as now called for in claim 1.

Claims 1 and 2, then, as amended, now clearly and patentably distinguish over Judson.

The examiner had objected to claims 3-12 as being dependent upon a rejected claim. Claim 3 has now been amended to be independent, including substantially all of the limitations of original claim 1. The original language has been modified somewhat to state that "at least some of the product categories

including one or more consumer products fitting that category". This is to allow for implementation of the match game invention without the necessity of initially having sponsors for each product category. Accordingly, claim 3, and claims 4-12, dependent thereon, should now be allowable.

In view of the amendments contained herein and the above remarks, it is respectfully submitted that claims 1-30 are patentable over the prior art of record. Accordingly, the examiner is requested to issue an early notice of allowance indicating such.

In the event that the examiner is of the opinion that the prosecution of this application can be advanced thereby, he is invited to contact applicant's attorney at the telephone number listed below.

Respectfully submitted,

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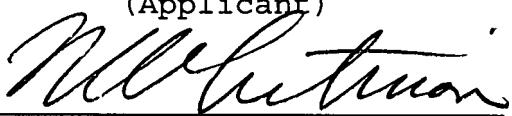
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I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Box: FEE-AMENDMENT, Assistant Commissioner for Patents, Washington, D.C. 20231 on May 28, 1997.

Maynard E. Small
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By



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(Date of Signature)